

LICENSING ANNOUNCEMENTS

February 1, 2008

USPS® Licensees,

Below are announcements concerning the centralized email account and the proper use of the term 'Intelligent Mail®.'

Setting up a centralized email address

As a reminder, to ensure USPS notices and announcements are disseminated to the appropriate contacts within your company, Licensees are required to establish a centralized email address.

The guidelines for creating a centralized email address are outlined in the Licensee Performance Requirements of the following licensed products:

- **NCOA^{Link®} Full Service:** sections 4.7 & 8.11
- **NCOA^{Link} Limited Service:** sections 4.7 & 7.11
- **NCOA^{Link} End User:** sections 4.7 & 7.4
- **NCOA^{Link} Interface Distribution:** sections 3.7 & 4.6
- **NCOA^{Link} Software Developer:** sections 4.8 & 8.5
- **LACS^{Link™} End User:** section 5.8
- **LACS^{Link} Distribution:** section 5.10
- **LACS^{Link} Developer:** section 5.8
- **Suite^{Link™} Interface and Data Distribution:** sections 5.10 & 8.5
- **Suite^{Link} Interface Developer:** sections 5.6 & 8.6
- **DPVTM:** sections 5.11 & 6.4
- **DSF^{2TM}:** sections 5.11 & 6.8

Once your company has established a centralized email address, submit written notification to www.ncoalink.gov.

If you have created this email address and notified the USPS in the past, there is no need to notify us again. Make sure to periodically check the centralized email account to ensure the information is being distributed to the appropriate contacts.

Proper use of 'Intelligent Mail®'

With the implementation of the Intelligent Mail barcode, term 'Intelligent Mail' will be widely used by the industry in advertisements and other documentation. To ensure the term is being used properly, below are do's and don'ts when using the term in written documentation.

Do's

- The registered trademark symbol should always follow the first occurrence of 'Intelligent Mail®.'
- Approved uses of the term include: Intelligent Mail® barcode and Intelligent Mail® Package barcode.

- Approved shortened versions of Intelligent Mail barcode include: IM™ barcode; IM™ BC; and IM™ Package barcode. In these instances, the trademark symbol should follow 'IM™' on the first occurrence of use.

Don'ts

- 'IM' **cannot** be used alone as a shortened version of 'Intelligent Mail.'
- 'IMB' is **not** an acceptable as a shortened use of 'Intelligent Mail barcode.'

Refer to the Trademarks document at <http://www.ribbs.usps.gov/files/NCOALINK/TRADEMARKS.pdf> for a list of USPS trademarks.

For more information on advertising guidelines for USPS Licensed Products, visit http://www.ribbs.usps.gov/files/NCOALINK/ADVERTISING_TECHNICAL_GUIDE.pdf.

Reminders

- If you have personnel changes, please forward an updated Key Personnel Form to ncoalink@usps.gov or fax it to 901-681-4579.
- For any changes made to licenses and supporting documents, check the Modifications document under the appropriate product name.
- All monthly reports are due by the 7th of each calendar month. Please submit these reports to ncoastat@usps.gov.